

GUY GOODFELLOW COLLECTION

FINE FABRICS AND WALLPAPERS

Job Title: Sales and Showroom Manager

Location: Langton Street, London

Department: Sales

Position Reports to: Managing Director

Guy Goodfellow Collection

The Guy Goodfellow Collection of fabrics and wallpapers has evolved from bespoke fabric designs created by Guy Goodfellow for many of Guy's interior projects over the past decade.

Our fabrics and wallpapers have been designed with utmost integrity and precision and have been produced by some of the country's most accomplished printers and weavers. We champion craftsmanship, expertise and heritage. We aim to inspire clients to use our prints, weaves and wallpapers and have seen our fabrics and wallpapers used by interior designers, architects and individuals for private houses, members clubs, historic buildings and acclaimed hotels across the globe.

Our Langton Street Showroom, in the heart of Chelsea is a beautifully curated display of the collection and a showcase of our exceptionally high standard of service, presentation and atmosphere.

The collection is hosted by John Rosselli in New York and Jasper in Los Angeles, a decision that was made to meet the business objective of sales growth in the United States.

To support these showrooms and the ever-growing interest and activity surrounding the designs, we have an office in Oxfordshire where production, operations and finance are managed.

The Purpose of the Role

The role of the Sales and Showroom Manager is to be the face of the Guy Goodfellow Collection to our UK and European market. In depth fabric and market knowledge, combined with a strong sense of interpersonal skills will enable this position to reach set sales targets, create strong client relationships and offer an outstanding experience to clients visiting the Langton Street Showroom.

Sales

Guy Goodfellow Collection is unique in its sales approach. Proactive follow ups, meetings, strong technical knowledge and exceptional service are all key contributing components to the success of the company and the Sales Manager.

Budgets, Targets and Finance:

- Agree monthly sales targets with the Managing Director at 6 monthly junctures
- Report weekly sales figures to senior management and the team
- Create bi-annual reports to round up key client and territory activity, meetings, new clients, bestselling designs and other essential information relating to EU and UK sales only
- Maintain a clear understanding of current and cumulative figures, comparative year on year figures, sales targets to enable a rounded and clear approach to the role

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- Liaise with the Finance and Operations Manager regarding client finance related items

Sales Efforts, Events and Client Liaisons:

- Work to a weekly meeting quota. Office/studio visits, breakfasts, evening drinks or Showroom meetings all count as proactive contact. Maximising the Showroom footfall and exposing the collection are key objectives
- Use sales expertise and client knowledge to collaborate with the Marketing Manager to plan and execute client focussed events
- Use industry and client knowledge to strategically plan launch mail outs, client event lists, client meetings and new initiatives to grow sales and brand awareness
- Strategically source clients via Instagram, monthly publications featuring new or upcoming designers, 'Top 100' lists and platforms such as Pinterest and online publications (AD, H&G, WoI, Homes and Gardens)
- Proactively contact clients. Handwritten notes and gifts to thank for orders, or emails congratulate for features in magazines and one-off sample mail outs are all actions that should be taken
- Weekly follow ups to gain information from all client enquiries to close sales and strengthen the pipeline forecast
- Track commercial sales and projects that we would be proud to be a part of. Keeping a document running with imagery where possible for website, Instagram or to show clients in person to support the use of fabrics in commercial spaces
- Contact clients for imagery to save on our SharePoint and to use on Social Media platforms where necessary

Expertise and Knowledge Management:

- Strive to be well informed with regards to market pricing, market trends and events to ensure you are well rounded and have a good knowledge to display to clients and within the company
- Visits to industry or luxury showrooms are encouraged to gain knowledge and inspiration
- Annual supplier visits are recommended to maintain technical know how
- Display a high level of understanding of our collection. Production processes and technical information, pricing and scheming are central to this role
- Be confident, clear and informative in all areas of this role. In doing so, you will become a go to expert for clients, team members and senior management
- Update the sales documents with new information in SharePoint to ensure information is centralised information is accurate and accessible

Software and Data:

- Use the company software to pull reports to assist with reporting and staying on top of current and historic sales, ensuring these are accurate at all times
- Use the company software to ensure all client data is relevant and accurate, adding notes to build up client history with all active clients

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Showroom

The Showroom is where new, existing and key international clients can view the collection. The Showroom is the face of our business and represents the quality, integrity and aesthetic that founded the Guy Goodfellow Collection.

In order to maintain its reputation, the following list of responsibilities will lie within the remit of Showroom Manager:

Atmosphere and Display:

- Manage and maintain a high level of presentation and atmosphere in the Showroom. The Showroom display, service and environment are our key selling tools and must be kept to an exceptional standard
- Partake in the selection of artworks, antiques and accessories to create a beautiful Showroom setting in keeping with the company aesthetic
- Teach and inspire clients on artworks and antiques within the Showroom
- Make key decisions relating to the Showroom display. Included but not limited to fabric hanging or accessory loans, replacements and the sale of antiques or accessories and Guy Goodfellow Collection upholstered pieces, sales of Showroom items and pricing structure
- Ensure all fabric and wallpaper hangings are present, always labelled and beautifully displayed. Work with the sampling department for hanging replacements, additions, or amendments
- Liaise with the Marketing Manager on branded Showroom items
- Liaise with the Showroom cleaners, contracted builders or GGL team for all works to improve or maintain the overall presentation of the Showroom within an agreed budget

Stock and Logistics:

- Manage the Interiors and Architectural team to ensure that GGL deliveries are scheduled in/out quickly and efficiently
- Manage Showroom inventory and prices and updating Showroom digital files on the company SharePoint
- Communicate with Marketing to ensure postcards and notepads are stocked and available
- Manage Showroom admin efficiently to reduce the time spent on it. A successful Sales and Showroom Manager will take the initiative to come up with new purchasing/stock checking processes (client gifts, bulbs, cushions, candles, stationery, event items, printing items). Showroom purchases must be within an agreed budget and on brand
- Task the Sampling department to manage Showroom sampling replenishment in a timely and well-presented manner. Samples must be available at all times

Skills and Qualities:

- A high level of experience in Microsoft Office applications (Excel, Word and PowerPoint particularly)
- InDesign
- Instagram
- European languages an advantage
- High standard of verbal and written communication
- Proficient with figures and reporting items
- Clean driver's license
- Quick learner with an outstanding attention to detail and initiative
- Appreciation of working in a luxury environment
- Proactive, tenacious, can do approach